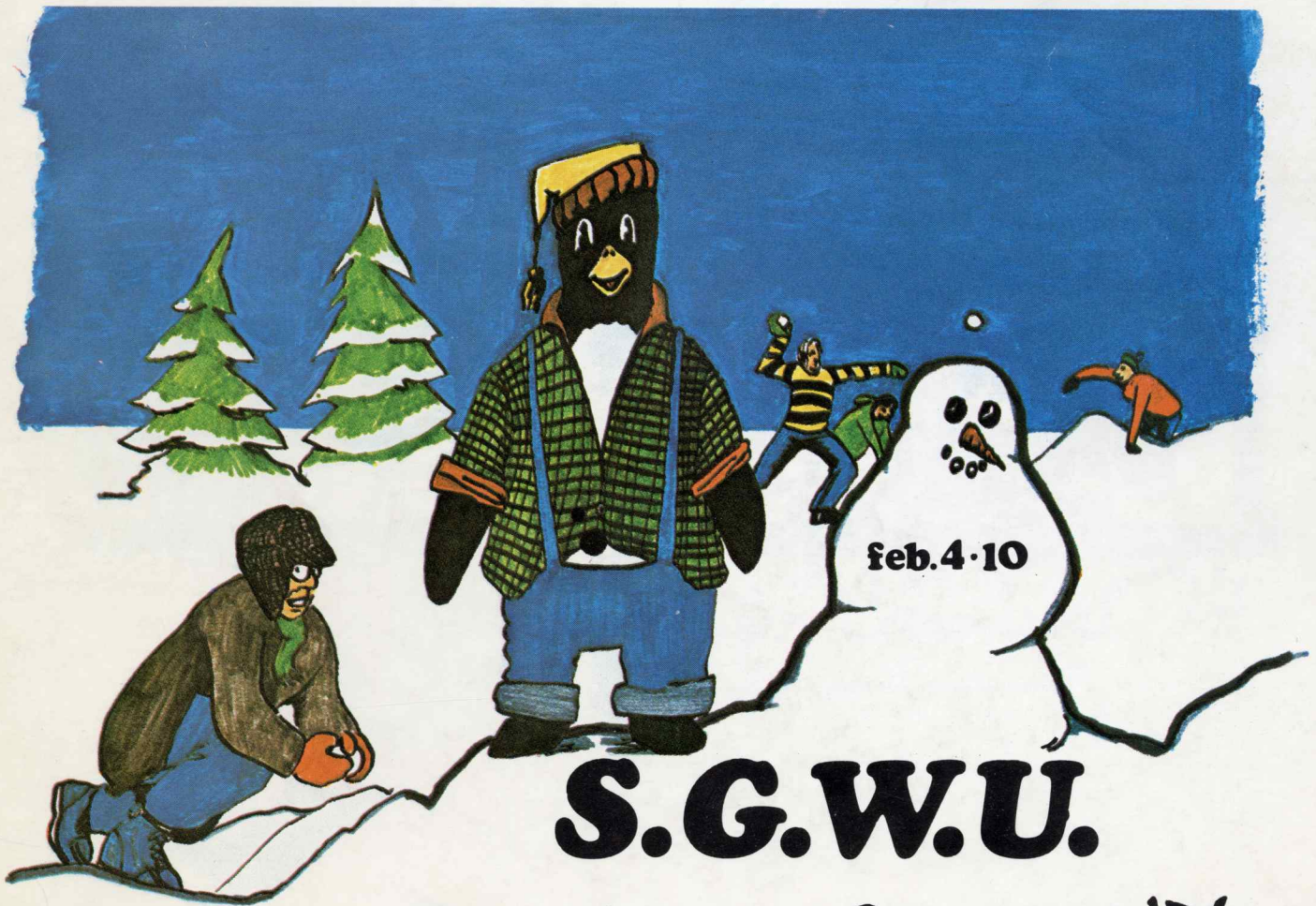


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Kon Tiki

La Grenouille et Le Boeuf

Pumpernik's

Desjardins

Opennissos Restaurant

Orient Express

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Jade Garden Café

Fyfe and Drum

La Tolena Restaurant

The Atlantic Pavillion

Le Bergerac

Les Filles de Roi

Yangtze

Briton's Restaurant

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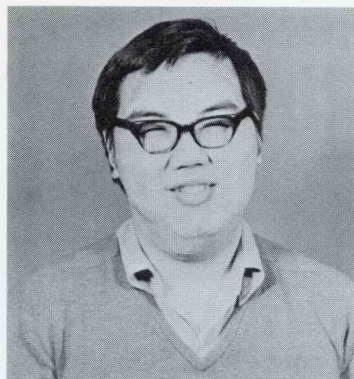
Ali Baba

Carlo's — Windsor Hotel

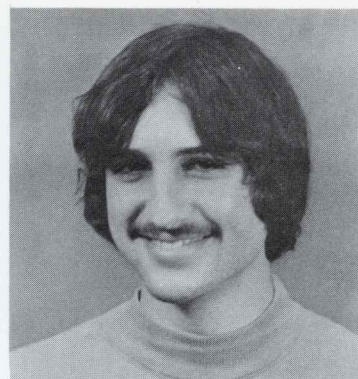
Howard Johnson's

MEA CULPA

CARNIVAL '74 STAFF



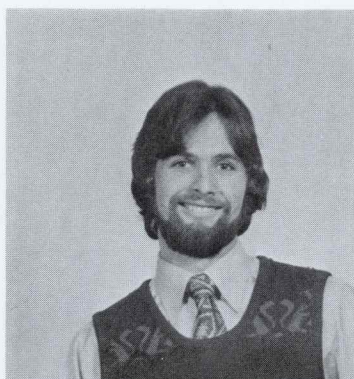
GEORGE WONG
Chairman



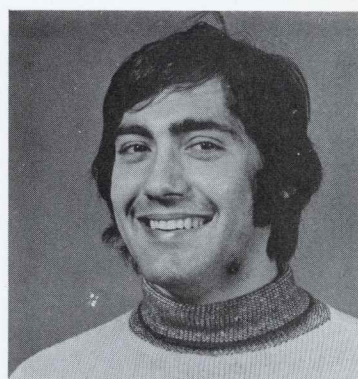
NEIL SCHWARTZBEIN
Comptroller



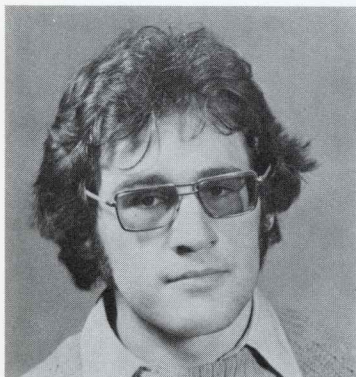
SHAUN BOURKE
Assistant to Chairman



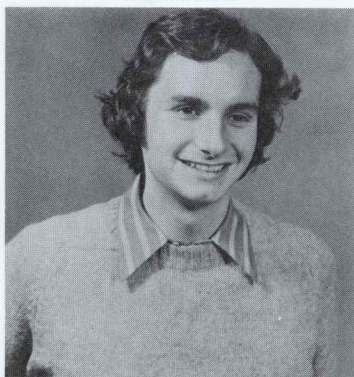
KEITH BROWNING
Public Relations Director



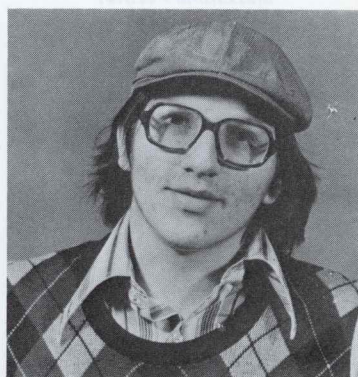
MIKE DOUCAS
Promotions Director



DINO BATZIOS
Promotions Director



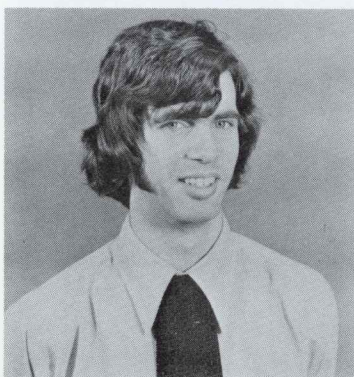
BILL HERTHA
Promotions Director



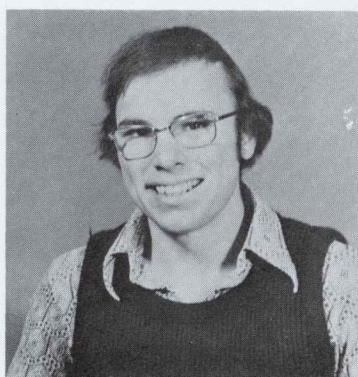
CITIZEN SANE
Art Director & Layout



PENNY CARTER
Ticket Sales Director



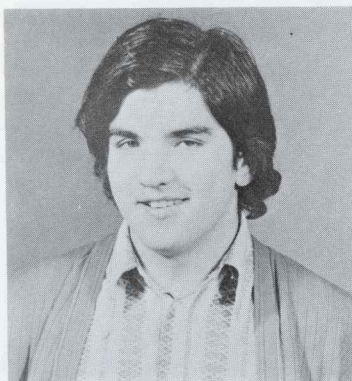
GRAHAM BENFIELD
Ticket Sales Director



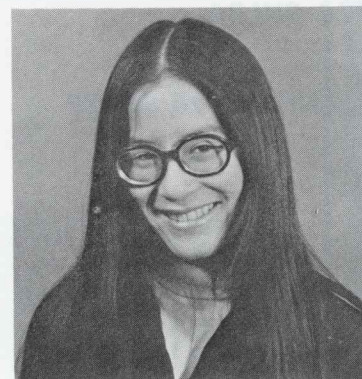
RON WAGSTAFF
Ticket Sales Director



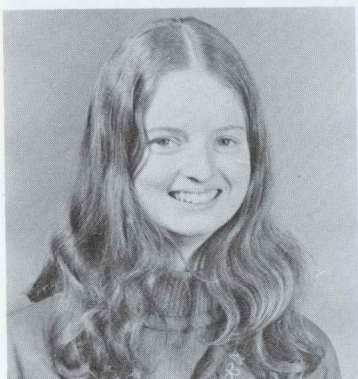
KATHY FISH
Secretary



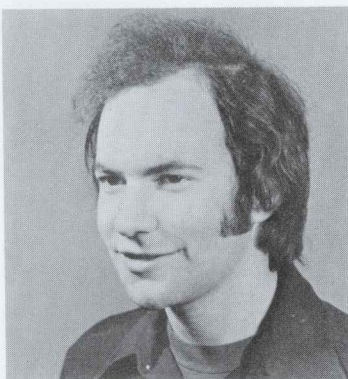
IVAN URREGO
Go-Fer



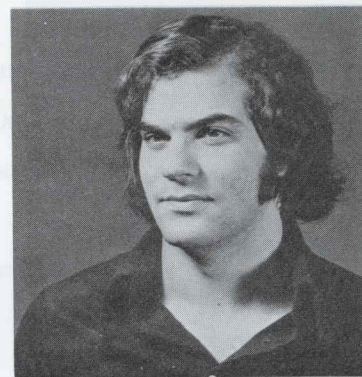
VIVIAN LEE
*Director of
Tricycle Race*



ELIZABETH GRANT
*Director of
Mezzanine Festival*



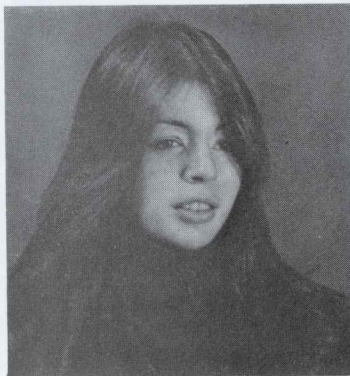
MORTON GARELLEK
*Director of
Casino Night*



RICHARD GROSS
*Director of
Casino Night*



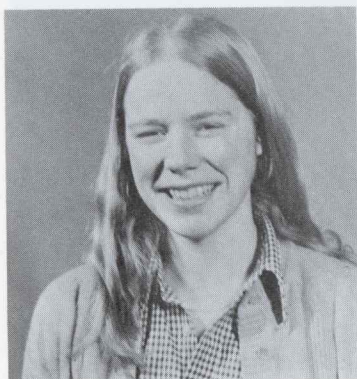
JOANNE FISHER
*Director of
The Nearly-Wed Game*



ANNA MEMBRIDE
*Director of
The Nearly-Wed Game*



MARGARET UPTON
*Director of
The Scavenger Hunt*



LORNA AIKEN
*Director of
Folk Nite*



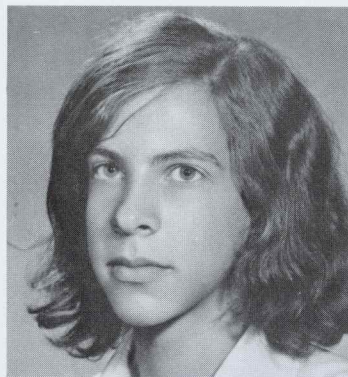
JUDY DELANY
*Director of
Fashion Show '74*



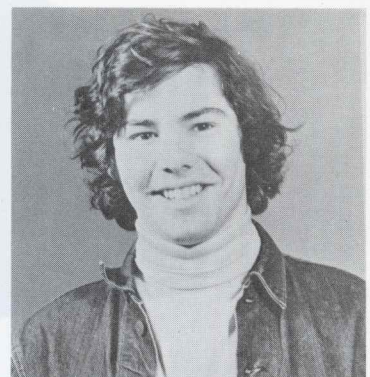
BEVERLY GRANICH
*Director of
Fashion Show '74*



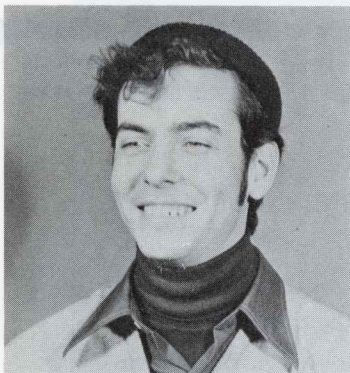
BILL LANGLEY
*Director of
Variety Nite*



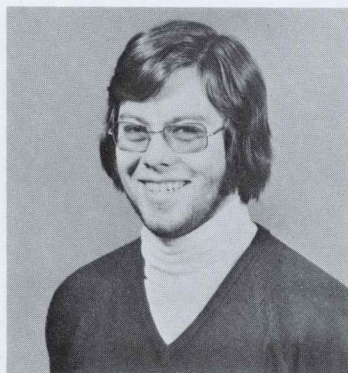
PERRY BELLAM
*Director of
Ski Day*



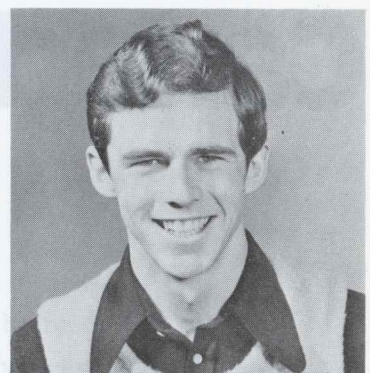
MARK SAVAGE
*Director of
Ski Day*



BRENT MAWHINNEY
*Director of
Car Rally*



RUSSELL KELLY
*Director of
Car Rally*



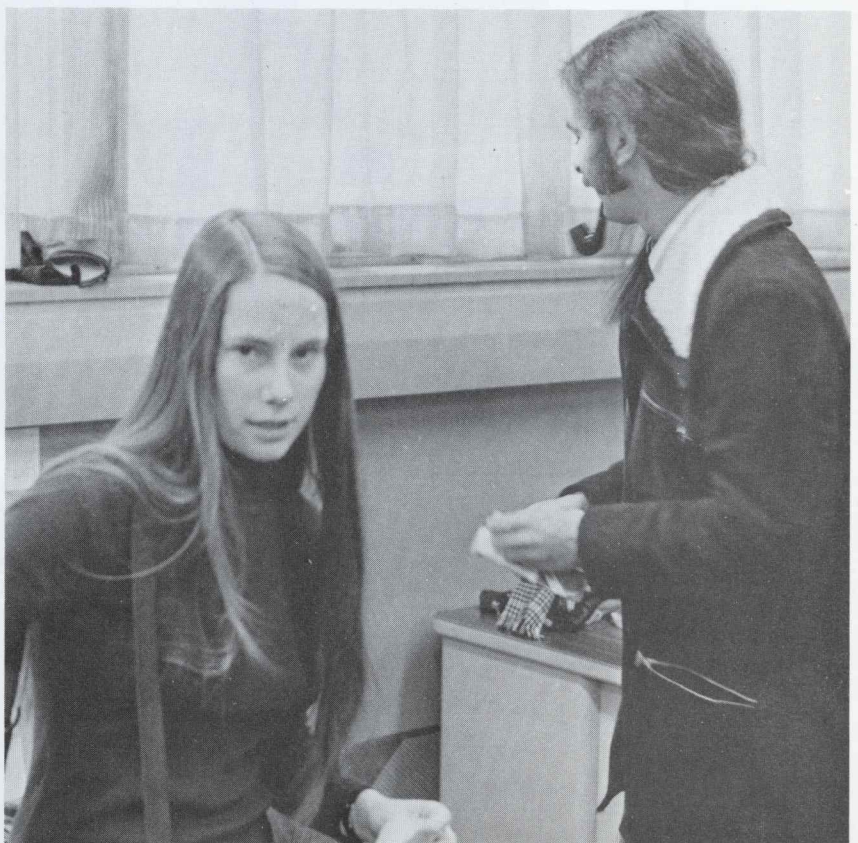
BRIAN WALSH
*Director of
Car Rally*



MARY ELLEN FOLEY
*Director of
Player's Festival*



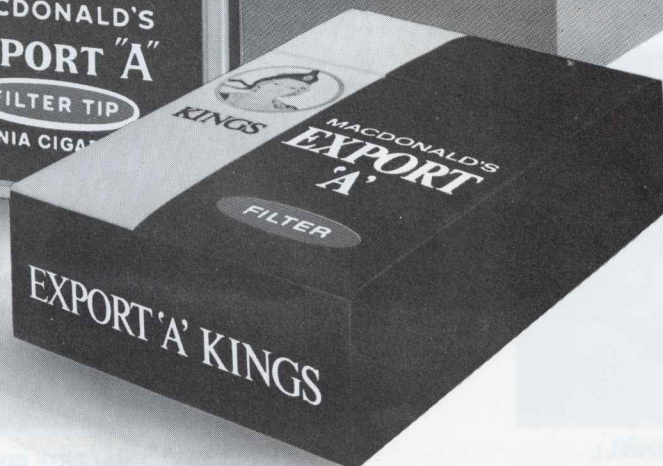
LAURA CAMPBELL
"Special" Consultant



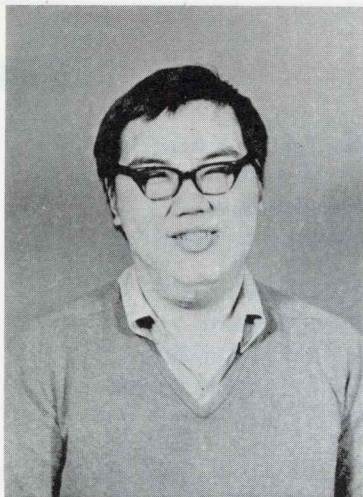
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Directors of Film Festival

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CHAIRMAN'S MESSAGE

CHAIRMAN'S MESSAGE

By the time you read these comments, Winter Carnival '74 will be ready for presentation to you, the student or faculty member. It is therefore my pleasure to invite you, the reader, to participate in or simply to watch the numerous and varied activities which comprise Carnival Week.

In planning this year's activities the executive sought to maximize student participation and enjoyment of Winter Carnival. The degree to which these two goals were achieved will be the degree to which this year's Carnival will be a success. The events themselves will reflect the talents and personalities of the members of Winter Carnival '74.

It is difficult to single out one special individual as being of the greatest help to me in the past year. The members of Winter Carnival '74 worked together to create the entity known as Carnival Week and each individual contributed his or her own share to its final success.

Having talked far too long already, see ya during Carnival Week!

GEORGE WONG
Chairman

CALENDAR

MONDAY, FEBRUARY 4

TRICYCLE RACE

- starts at 11:30 a.m.
- along de Maisonneuve
from Drummond to MacKay

MEZZANINE FESTIVAL

- 1:00 p.m. — 5:00 p.m.
- Mezzanine of Hall Building
- Band: Rich Mountain Tower
- Beer: 3 for \$1.00

CASINO NITE

- 8:00 p.m. — Midnight
- Cafeteria of Hall Building
- Beer: 3 for \$1.00
- Admission: \$1.00

TUESDAY, FEBRUARY 5

SCAVENGER HUNT

- 10:00 a.m. — 3:30 p.m.
- starts in H-333-3
- ends in H-110

THE NEARLY-WED GAME

- 1:30 p.m. — 3:30 p.m.
- H-110
- M.C.: Ralph Lockwood
- Admission: Free

CARNIVAL SKATING PARTY

- 7:00 p.m. — 11:00 p.m.
- Beaver Lake
- free bus transportation from
Hall Building

FOLK NITE

- 8:00 p.m. — 11:00 p.m.
- Karma Coffee House
1476 Crescent Street
- featuring Chris Rawlings
- Admission: \$1.00

WEDNESDAY, FEBRUARY 6

SPORTS FORUM

- Noon — 4:00 p.m.
- H-110
- Admission: Free

CARNIVAL HOCKEY GAME

- Broomball Game with Bunnies
at 6:00 p.m.
- Referee: Ralph Lockwood
- Hockey Game at 8:15 p.m.
- Sir George Williams Georgians
versus Loyola Warriors
- Verdun Auditorium

OF EVENTS

THURSDAY, FEBRUARY 7

FASHION '74

- 1:00 p.m. — 2:00 p.m.
- Mezzanine of Hall Building
- Commentator: Ralph Lockwood
- Admission: Free

VARIETY NITE

- 7:30 p.m. — 9:30 p.m.
- D.B. Clarke Theater
- Admission: \$0.50

NITE OUT

- 7:00 p.m. — Midnight
- Red Barrel Brasserie
893 St. Catherine West
- 3 Steins for \$1.00
- Admission: \$1.00

FRIDAY, FEBRUARY 8

SKI DAY

- Buses leave Hall Building
starting at 7:30 a.m.
- Last bus leaves Bromont at 11:00 p.m.
- Prices: \$4.00 return (Bus)
\$2.00 tows
\$0.75 meal ticket worth \$1.50
- Band: U.P.R.
- Beer: 3 for \$1.25

SATURDAY, FEBRUARY 9

CAR RALLY

- Starts at 10:00 a.m.
- Section 16, parking lot
Les Galeries d'Anjou
- Price: \$3.00 per car

PLAYER'S FESTIVAL

- 8:00 p.m. — 1:00 a.m.
- Royal Canadian Hussars Armoury
4185 Côte des Neiges
- Band: The Wackers and Grippen Mire
- Beer: 3 for \$1.00
- Admission: \$1.50

SUNDAY, FEBRUARY 10

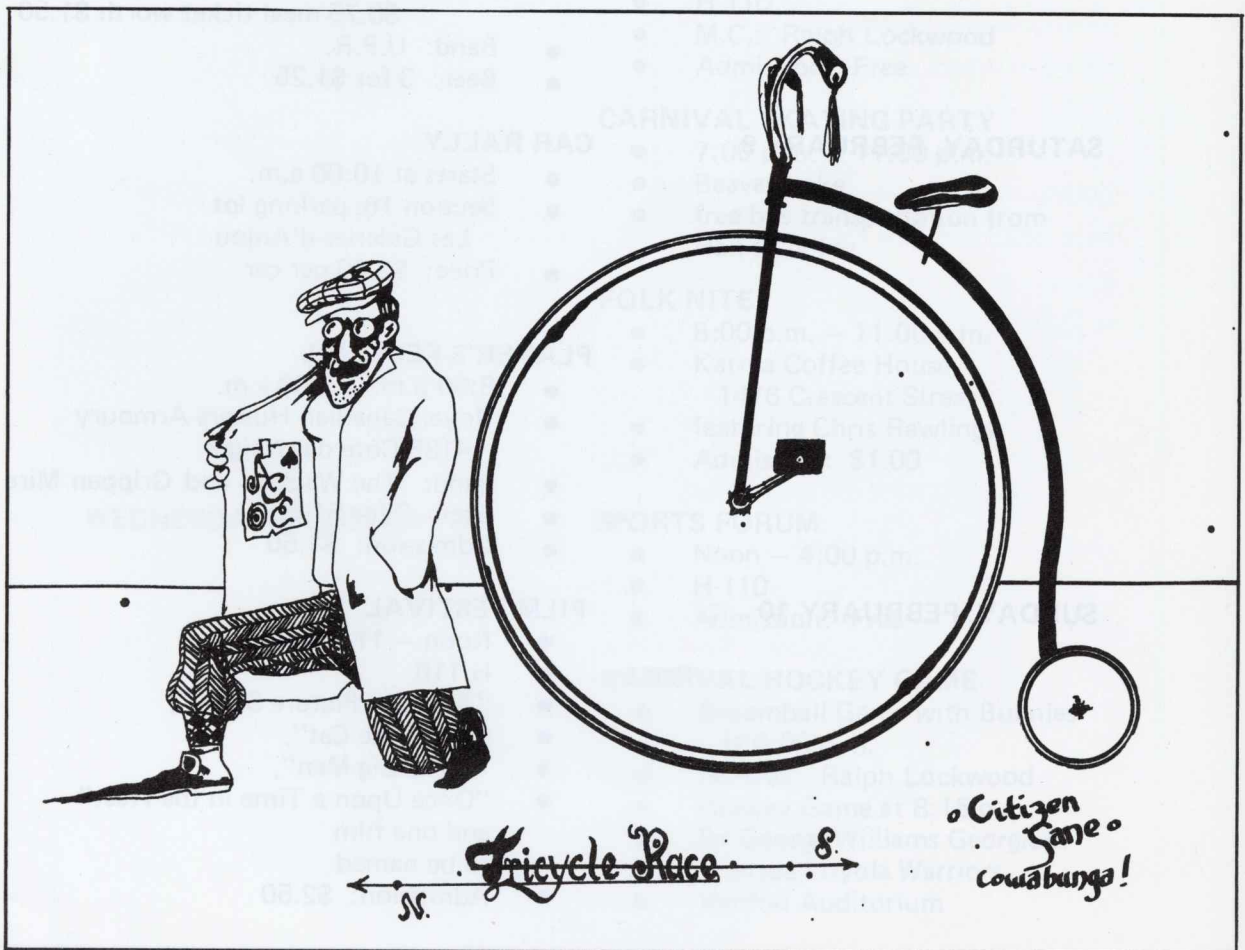
FILM FESTIVAL

- Noon — 11:00 p.m.
- H-110
- "The Last Picture Show",
- "Fritz The Cat",
- "Little Big Man",
- "Once Upon a Time in the West"
- and one film
to be named
- Admission: \$2.50

5TH ANNUAL WORLD CHAMPIONSHIP TRICYCLE RACE

MONDAY, FEBRUARY 4th — 11:30 A.M.

Oh boy, (pant, pant) it's that time (pant, pant) of the year again. On Monday, the 4th of February, all those magnificent specimens of Georgian brawn will be out competing in the 5th Annual World Championship Tricycle Race. It will be held at 11:30 a.m. on that hazard-filled course known locally as de Maisonneuve Boulevard. These daredevils of the trike set will be competing on their chrome and steel three-wheeled machines. You will note that the machines are without chains, studs (except the tall, dark and handsome type) and must be driven by pure, gutsy, human pedal power. It is a well known fact that their front wheels must have a diameter of not more than 18 inches, yes, that's right—18 inches. What thrills! — What chills! — we will see. Don't miss it!





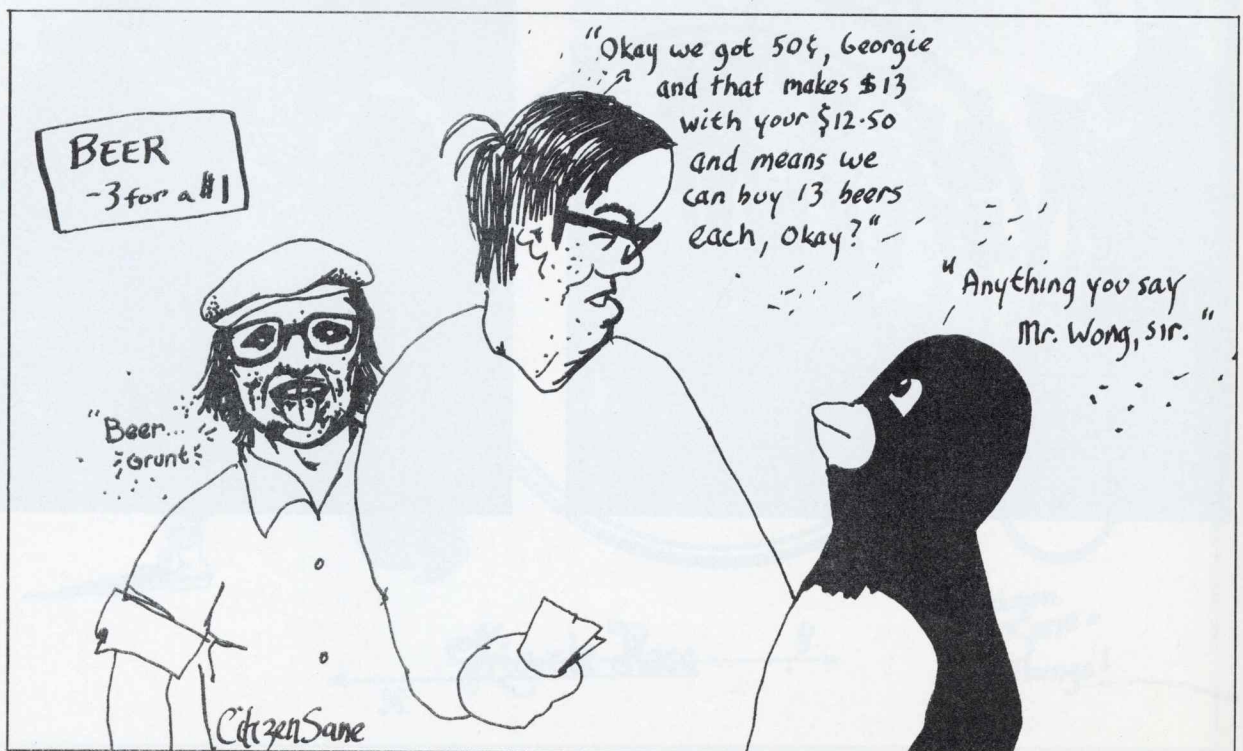
MEZZANINE FESTIVAL

MONDAY, FEBRUARY 4th

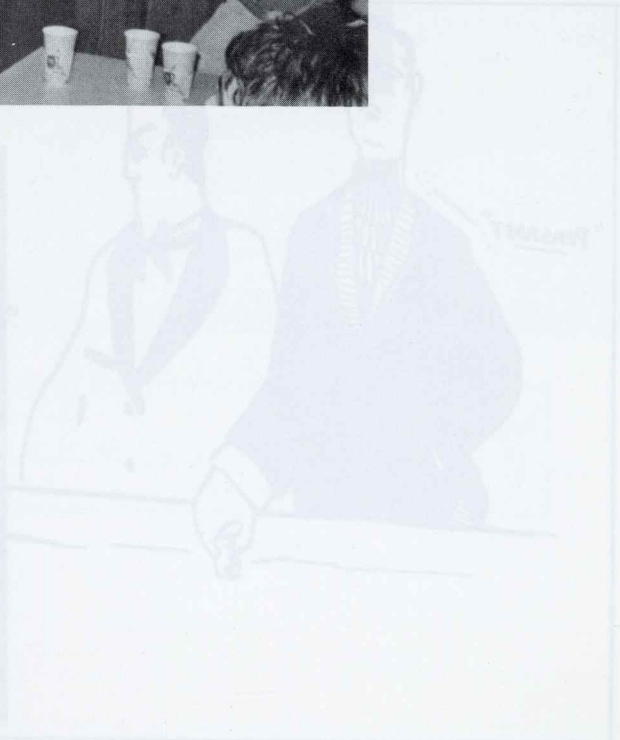
— 1:00 — 5:00 P.M.

Back by popular demand (of course) is Carnival's blockbuster of an event, the Mezzanine Festival. To most of the students of Sir George, this is the event that really gets things going with a bang. The beer is inexpensive and there will be a good band to dance or listen to.

For all the "boat racers" in Sir George, Beer Steins will be available at low low prices to help you absorb all the Molson's beer you can handle (providing your wallet outlasts your thirst).



CASINO NIGHT



CASINO NIGHT

MONDAY, FEBRUARY 4th — 8:00 P.M.

For all you secret admirers of James Bond and Our Man Flint, this is your night. Through the use of a bit of Ibity, Bibbity, Boo on Sir George's great pumpkin (the cafeteria), Winter Carnival '74 gives it a casino atmosphere reminiscent of Monte Carlo.

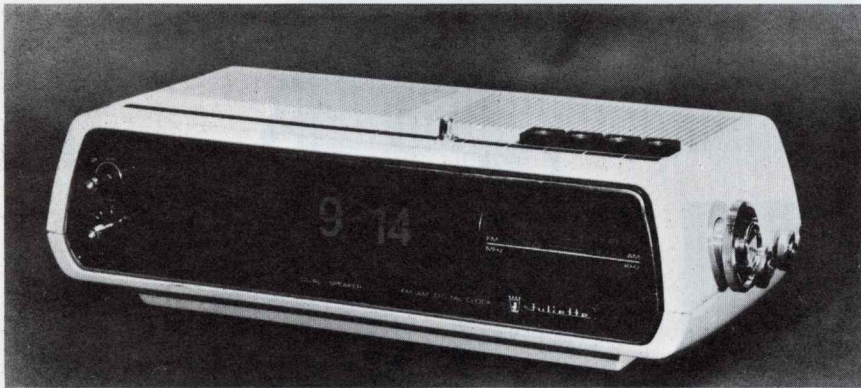
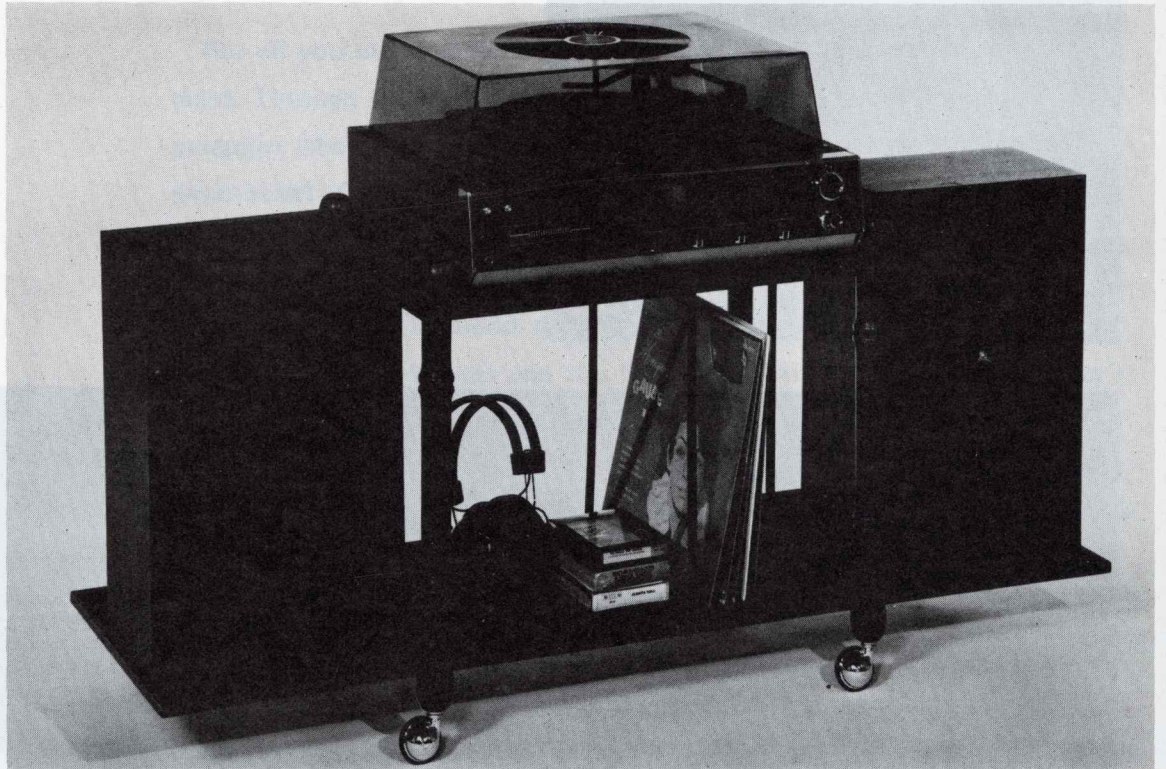
This year Richard Gross and Morton Garellek have vastly improved this event by bringing in brand new games of chance such as Over and Under Seven, the Ticker Wheels and the Crown and Anchor. Many of last year's favourites such as Roulette tables, Blackjack and of course, the infamous Turtle Races have returned. For those secret 007 admirers we have free Colt cigars to puff on, as well as plenty of beer to quench a gambler's thirst. Bring along your secret agent kits if it makes you happy but, whatever you do, bring your inhibitions and let them loose at the gaming tables on Casino Night. There is only play money to lose and lots of big prizes (one of them is a waterbed) to win.





TUESDAY, FEBRUARY 5th - 9:00 A.M.

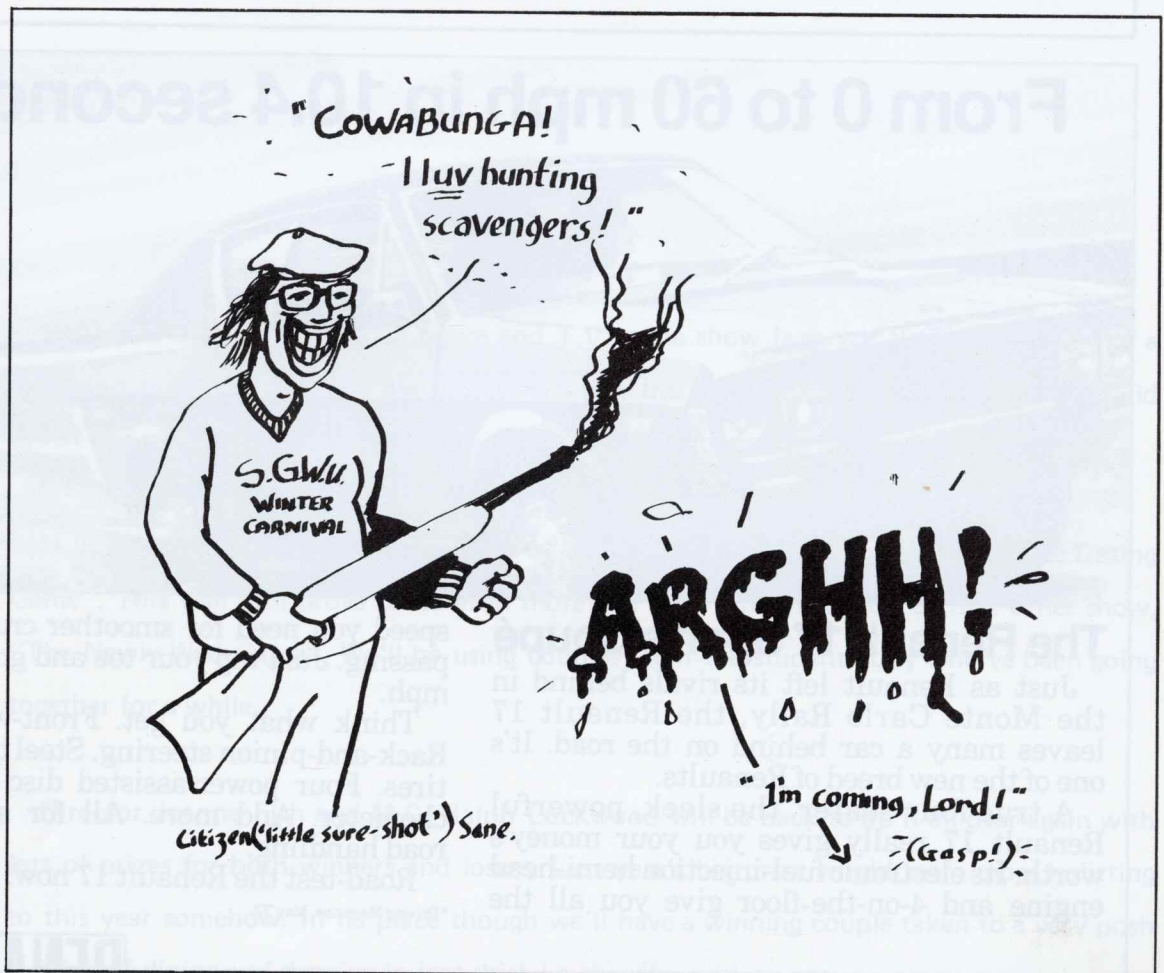




SCAVENGER HUNT

TUESDAY, FEBRUARY 5th — 9:00 A.M.

Teams of aggressive and ingenious university students will again stream out of the Henry F. Hall Building into the cold grey morning on this date. The exodus will mark the return of Scavenger Hunt as a Winter Carnival activity. It will involve the acquisition, by a team, of items to match a list supplied by the organizers of the event. The teams, once they have collected the items, must perform a skit in H-110 utilizing what was gathered. There will be prizes for the most inventive skit and for runners-up as well. The teams start off at 9:00 a.m. and must report back to the organizers by 3:00 p.m. The only limitation as to how you obtain the necessary items is the police, so be careful. You can't win if you are a guest of Station No. 10!





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*Driving Magazine, May '73

RENAULT 17

THE NEARLY-WED GAME

TUESDAY, FEBRUARY 5th — 1:30 P.M.



Hello out there, all you soap opera and T.V. game show fans, it's time to be a part of a television audience. After its big success last year the Nearly-Wed Game (which will be held in H-110 again this year) is back on the air for fun, excitement and a laugh a minute.

If you remember, last year's show was a take-off on that popular game show "The Dating Game". This year will prove to be even more fun with a modification of that other show, "The Newly-Wed Game". We'll be using couples from the student body who've been going together for a while.

Director Joanne Fish and M.C. Ralph Lockwood will be back to do it all over again with lots of prizes for both winners and losers. Last year's big prize would seem more befitting to this year somehow. In its place though we'll have a winning couple taken to a very posh evening of dining and dancing in (get this!) a chauffeur-driven car.

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SKATING PARTY

TUESDAY, FEBRUARY 5th

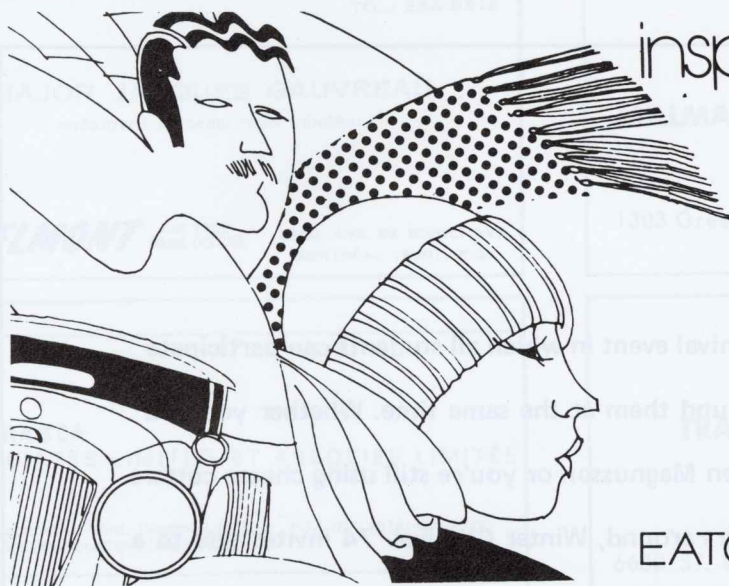
— 7:00 — 11:00 P.M.

Here is a unique Carnival event in which all students can participate and watch the fun around them at the same time. Whether you're a Jean Beliveau or a Karen Magnusson or you're still using cheese cutters and pushing kiddy chairs around, Winter Carnival '74 invites you to a pleasant evening at Beaver Lake.

Imperial Tobacco will be on hand to provide music from their public address van. To warm you up they will be serving hot coffee and cocoa along with other munchies beside the rink and in the chalet.

Invited to the party as well are the Playboy bunnies to help make things a little warmer for some of us. Come with blades on your feet and bells on your toes for an evening guaranteed to be fun for all concerned.

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FOLK NIGHT

TUESDAY, FEBRUARY 5th

8:00 — 11:00 P.M.



For those of you who move to the moods of Dyland, Lightfoot and Garfunkel, Carnival '74 presents an evening of lyrics and ballads. Karma Coffee house will provide the atmosphere again for this leisurely event. The performers will be professional this year while the mood of the show will be kept as personalized as in years past. There will be door prizes as usual to accent the fun and entertainment. Always a popular and successful show it's best to get your tickets early as they are limited. Some tickets will be sold at the door.

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SPORTS FORUM

WEDNESDAY, FEBRUARY 6th — 12:00 P.M.

As in the past, S.G.W.U. Winter Carnival '74 will present our annual exhibition of sports personalities. Sir George, famous for its great athletic support, has always had overflow crowds for this popular event. We are expecting representatives from the Alouettes, Expos and Grand Prix Wrestling. We also hope to have many knowledgeable(?) members of the radio, T.V. and press corps. This event will take place in H-110 from 12:00 p.m. to 4:00 p.m. Ample opportunity for individual communication between our guests and the audience will be made available.

So come on in and see how the experts feel the Expos and Alouettes will finish next year: if Grand Prix Wrestling is for real and more; see if the sharp S.G.W.U. audience can stump the experts!



CARNIVAL HOCKEY NIGHT

WEDNESDAY, FEBRUARY 6th — 6:00 P.M.

This year's hockey game extravaganza promises to be the best ever. First of all, there will be a Carnival Staff Broomball Game, featuring the "jocks" of Carnival versus the best "attraction" possible, the Playboy Bunny Team. The Carnival team will try to live up to our reputation as winners, and we hope that the Bunnies live up to the reputation(s) that they have been endowed with. This game promises a lot of body-checking and hip-throwing (we hope). This contest will run from 6:00 — 7:45 on Wednesday, February 6th. That paragon of justice and neutrality, Ralph Lockwood, will be the referee!

After this bruising game, the main event will take place. That is, Sir George versus the hated enemy from Loyola, at 8:15. Smug Loyola will have to put up with a tough Georgian hockey team and thousands of screaming fans. We need all the support we can get!

During the intermission the best banners will be judged by the crowd and the best banner will receive \$25.00. Prizes for second and third place will also be awarded. Both games will take place at the Verdun Auditorium.

Just to make sure that all participants are amply filled with pleasure, the ticket for the hockey game will include, besides admission, 2 beers for the price of 1 at the Fyfe and Drum. Beer at the Fyfe costs the princely sum of \$0.50 for a pint. The beer ticket can be used on Tuesday, Wednesday and Thursday of Carnival Week. Transportation to and from the game will be available separately for \$0.75. There are a limited number of beer tickets for the game, so buy your tickets early. A good time is guaranteed for all.

We'll be looking forward to seeing you!



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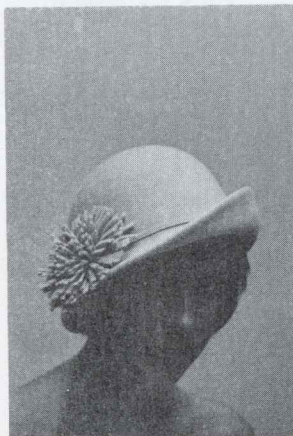
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FASHION SHOW '74

THURSDAY, FEBRUARY 7th — 1:00 P.M.

People, Fashions and Music: happening Thursday, February 7th on the Mezzanine at 1:00 p.m. featuring spring collections from manufacturers and retailers in the Montreal area. An added incentive for attending will be door prizes.

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THE VARIETY SHOW

THURSDAY, FEBRUARY 7th — 7:30 P.M.

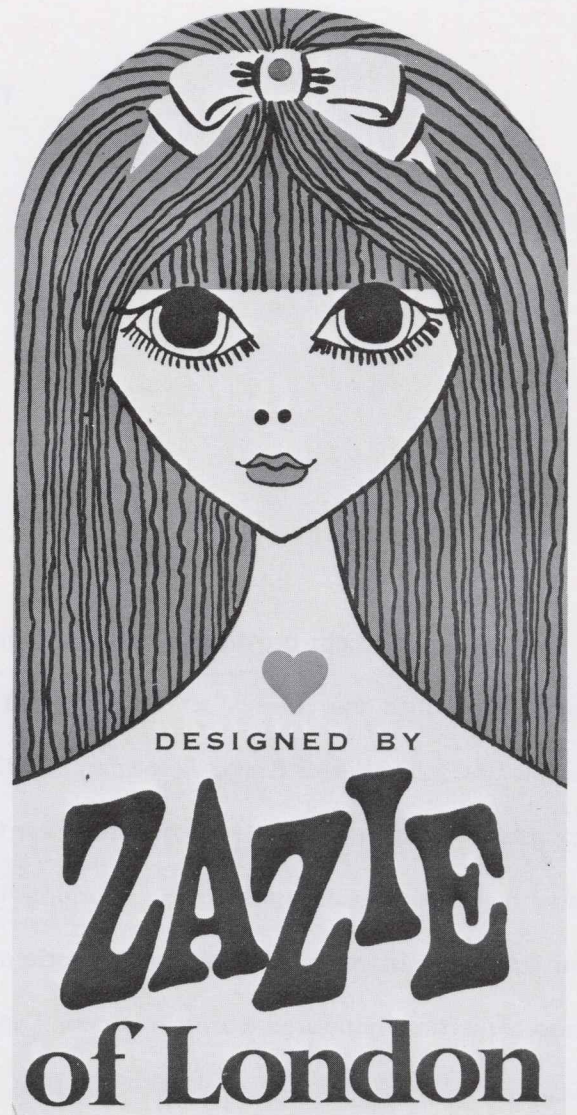
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NITE OUT

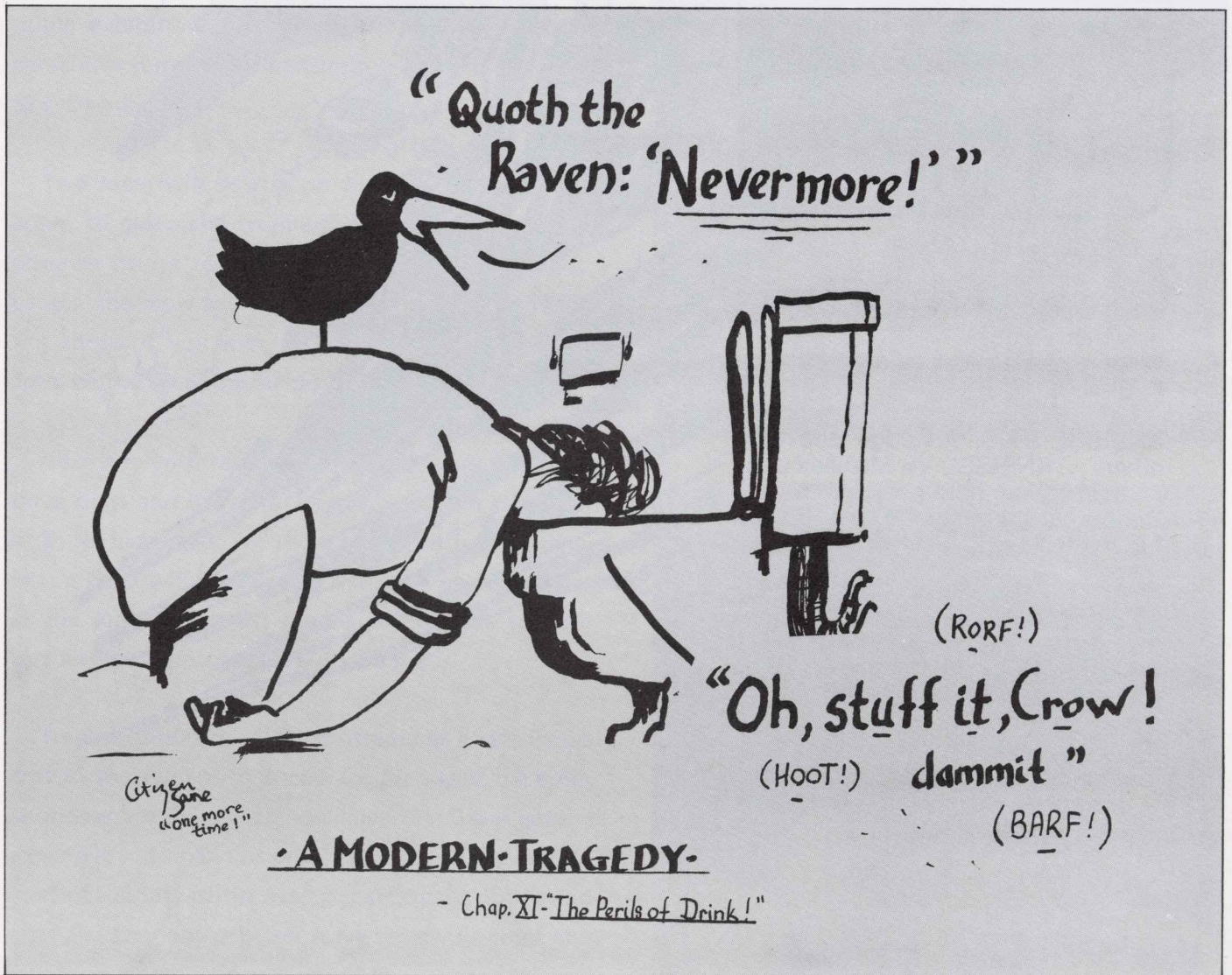
THURSDAY, FEBRUARY 7th — 7:00 P.M.

Due to an oversight on the part of the Winter Carnival Committee we must, with great regret, announce the renewal of the Nite Out as a Carnival event. The site for this year's bash is the St. Catherine Brasserie located at 893 Saint Catherine Street. Providing the music for us will be a boisterous German band. Beer will be three for one dollar. There will be the usual contests to test your skill at consuming the suds. (Boat races for those of you who are initiated.) When you walk into the Brasserie after paying the admission price of one buck keep these time-honoured words in mind: "I've never been sick and I never WILL be sick! " Amen.





George The Duke
talking to Albert
the Duke of York





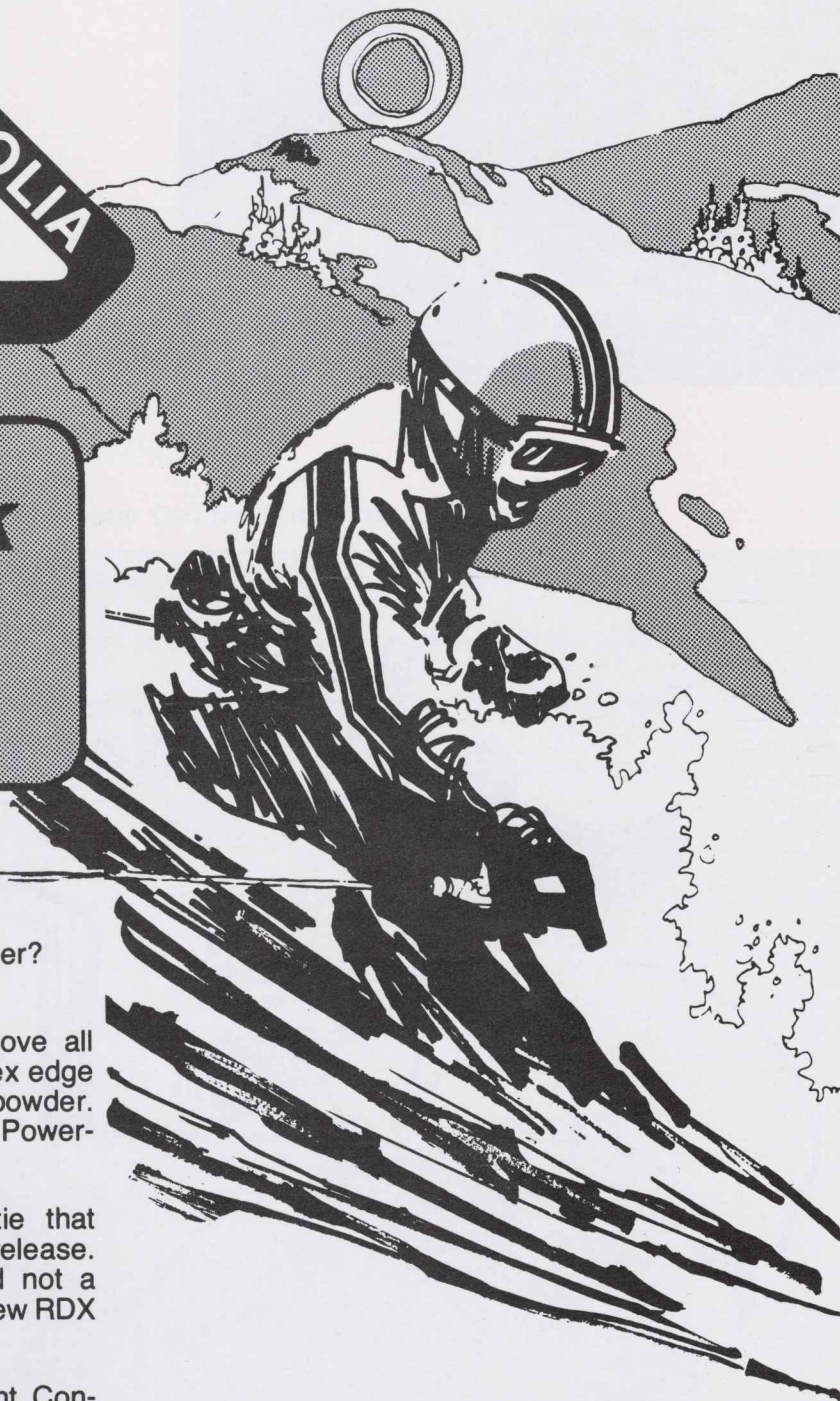
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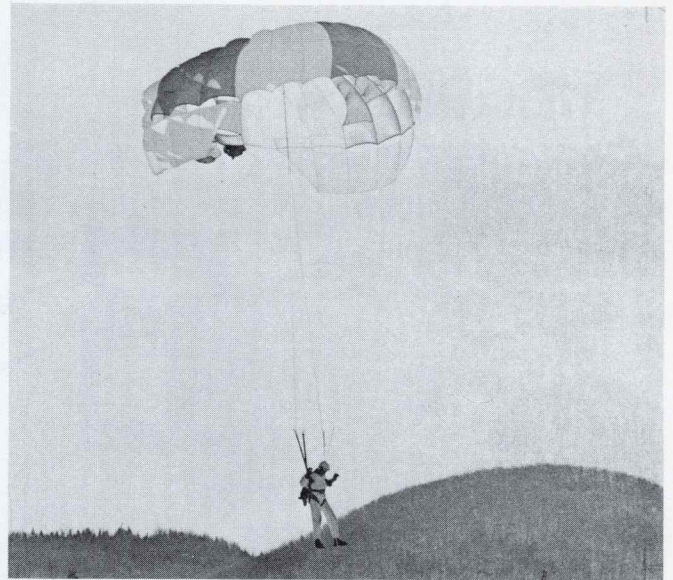
FRIDAY, FEBRUARY 8th — 7:30 A.M.

This year's Ski Day will be held at Bromont Ski Centre. The hill will be accessible to tobogannners as well as to skiers and bar flies. Events that will be taking place at the hill during Ski Day include a Hot Dog skiing exhibition by Bromont ski instructors and a parachute jumping demonstration by the Georgian Sky Divers.

Two races will be run on the hill for those who aspire to glory and trophies. We are introducing an obstacle course race (better dig out the long johns, people, the snow will be deep and the obstacles high). For those of you with a taste for danger there will again be the ever-popular ski jump contest.

Adequate anti-freeze will be provided at \$1.25 for three pints and there will be a reduced rate at the bar of \$1 for hard stuff. For those of you with any energy left, a band will provide the evening's entertainment at the lodges. The last bus back for those without cars leaves at approximately 11:30 p.m.

Transportation this year is offered at a reasonable cost to the student to encourage the use of the buses as opposed to the use of individual cars. Gas is getting expensive and when this problem is tied to the average level of sobriety of the average participant during and after Ski Day you'd better leave the car at home and save your money and save your life.



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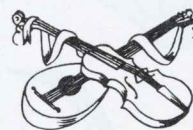
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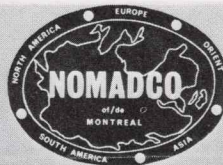
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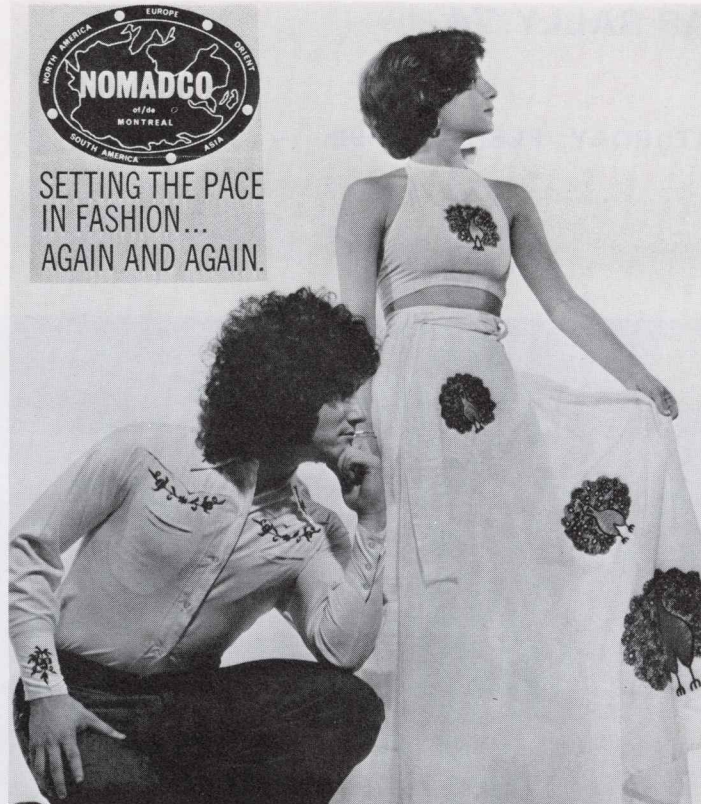
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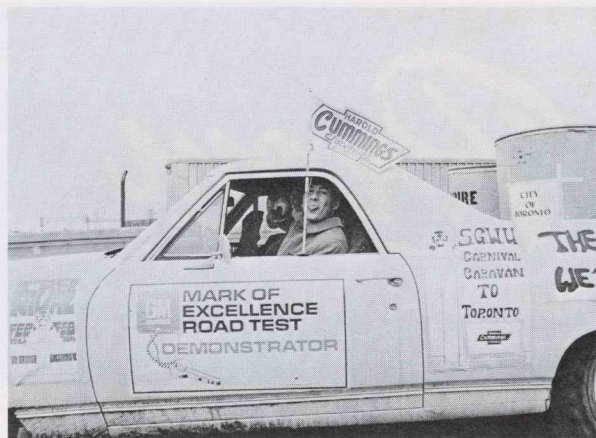
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CAR RALLY '74

SATURDAY, FEBRUARY 9th — 10:00 A.M.



This year's new improved Car Rally will offer more prizes for the greedy, miles for the driver, turns for the worse for the navigator and colds for those riding in convertibles.

This extravaganza will begin at 10:00 a.m. at Les Galeries d'Anjou and may never end. For those of you who make it back, there is free admission to the Laurentide Festival. This free admission comes as part of a fabulous rally package which will be given to each team entering.

The rally package will, other than the free admission to the Laurentide Festival, include a road map (you'll need it), flares, beer steins, cigarettes, a clipboard and a free copy of **Lost Horizon**. As an extra special addition to the package there will be included a special collector's issue of Ewell Gibbon's **Stalking the Wild Lichen**.

There has been no change in the format of the rally from last year. It remains shortest distance with each team mapping out its own route. The rally last year was a success with this formula as 39 out of 40 cars finished (there's one in every crowd).

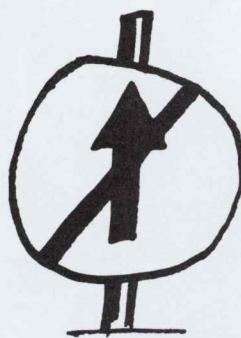
The rally is designed with the amateur in mind. You do not have to be an Eric Carlsson to win. Just use your common sense and be a reasonable driver. Cars with a smaller engine capacity can compete evenly with cars having higher capacity engines. This form of rally does not have the regulations or utilize the skills that time-distance rally (Shell Cross-Canada) would. The shortest distance rally is coming into increasing use by rally clubs across Canada as it allows almost everyone to participate on an even basis.





the Players of course and they will be hosting the Player's Festival on Saturday, February 8th, from 11:00 a.m. to 1:00 a.m. with the help of

a luck a shot. (Budget 1000 to 1500 for the night) I hope you will be there with your friends. The 1000 is a great prize for the night and the 1500 is a great prize for the night.



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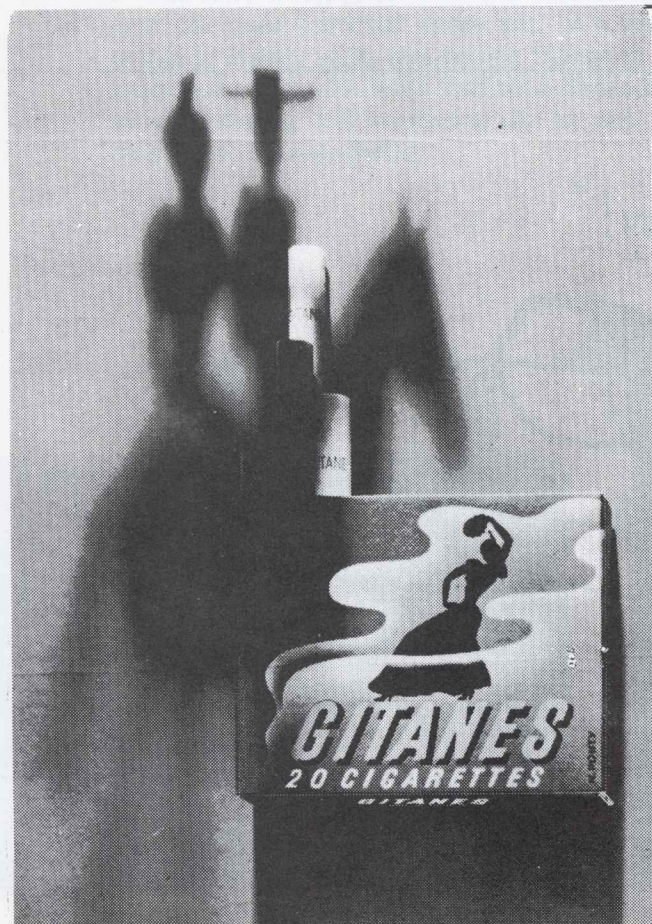
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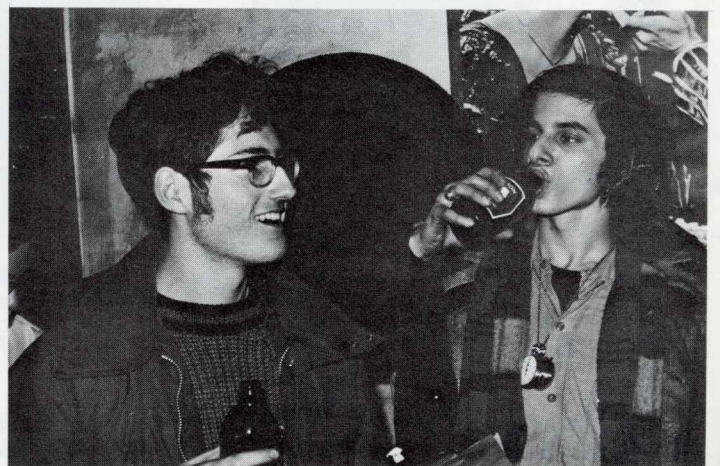
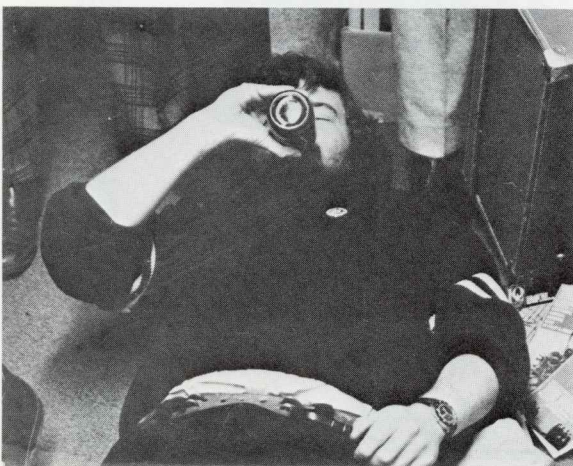
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THE PLAYER'S FESTIVAL

SATURDAY, FEBRUARY 9th — 8:00 P.M.



Creem Magazine ("The ONLY Rock and Roll Magazine in the U.S.") called them the greatest rock and roll band in North America. Who? Why, the Wackers of course and they will be headlining the Player's Festival on Saturday, February 9th. Beer will be three for one dollar and liquor will be a buck a shot. (Budget juice to keep ya loose!) So come on down and bring your friends. The \$1.50 admission buys you an evening of fun and games and the Wackers' inimitable brand of Wack and Roll!



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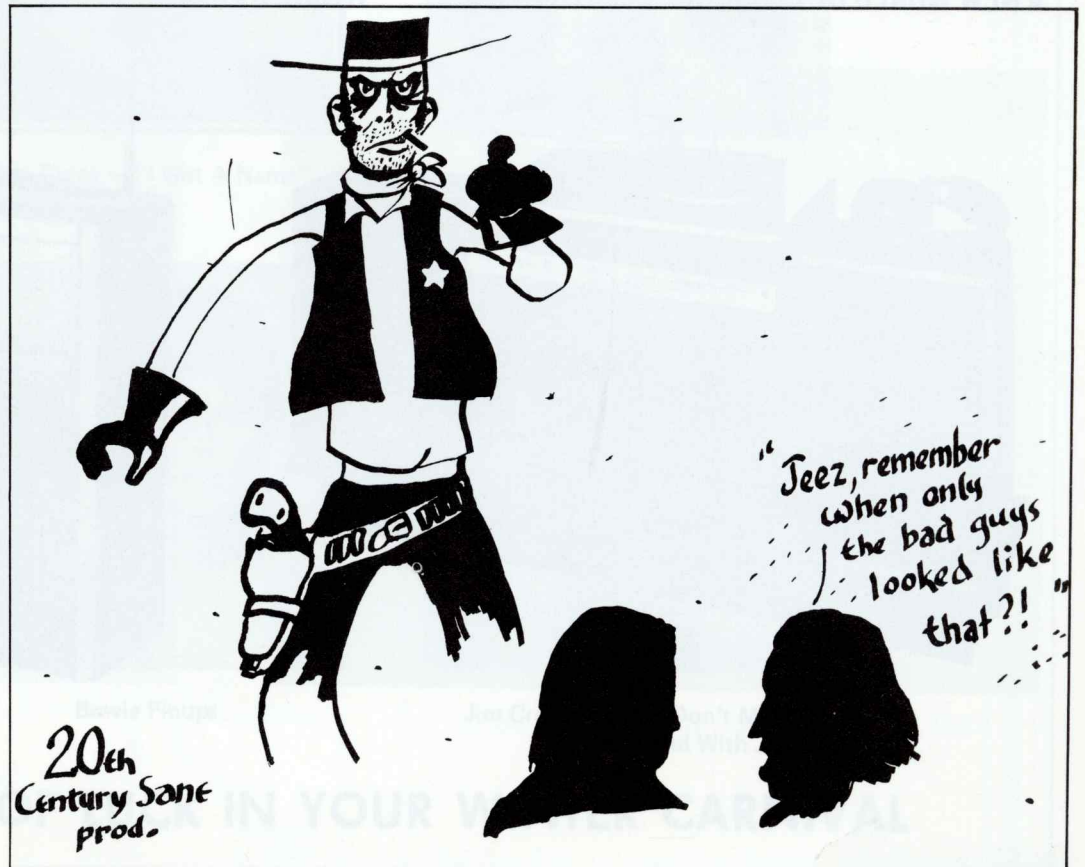
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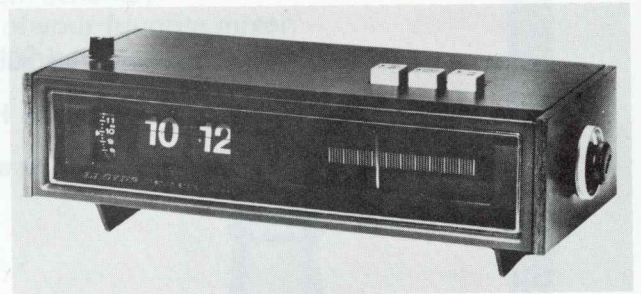
FILM FESTIVAL

SUNDAY, FEBRUARY 10th — 12:00 NOON

Once again, Film Festival presents five suitable ends to Carnival Week, and just for \$2.50 (reasonable). As usual, the series will take place in the Hall Building Auditorium (H-110) starting at 12:00 noon and running to about 11:00 p.m. There will be an hour and a half of silence at supper time so you can put on the old feed bags.

Some of the films planned for this are "ONCE UPON A TIME IN THE WEST", "FRITZ THE CAT", "LITTLE BIG MAN", "THE LAST PICTURE SHOW" and hopefully one of Chaplin's feature length films.





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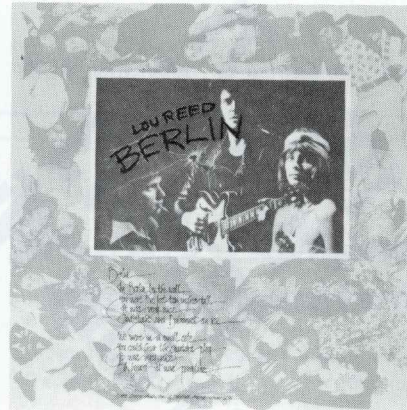
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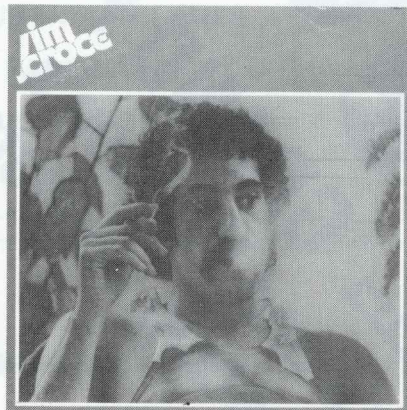
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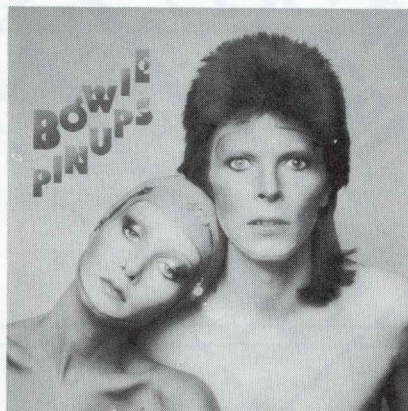
Lou Reed Berlin



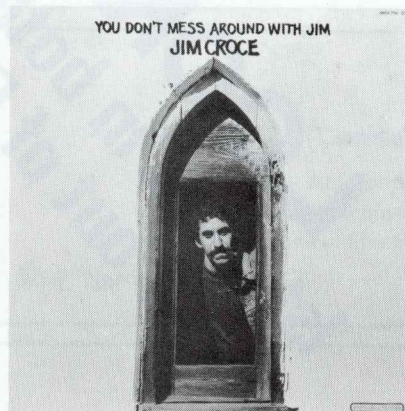
Jim Croce — "I Got A Name"



Three Dog Night



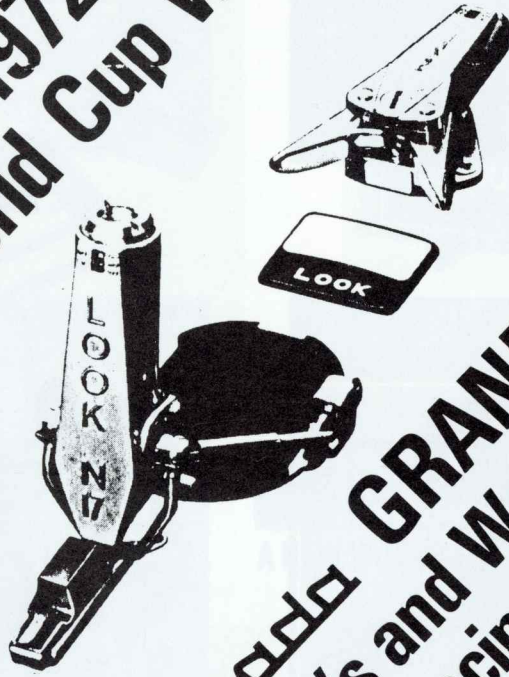
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Jim Croce — "You Don't Mess Around With Jim"

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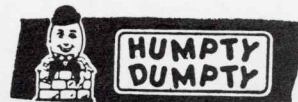
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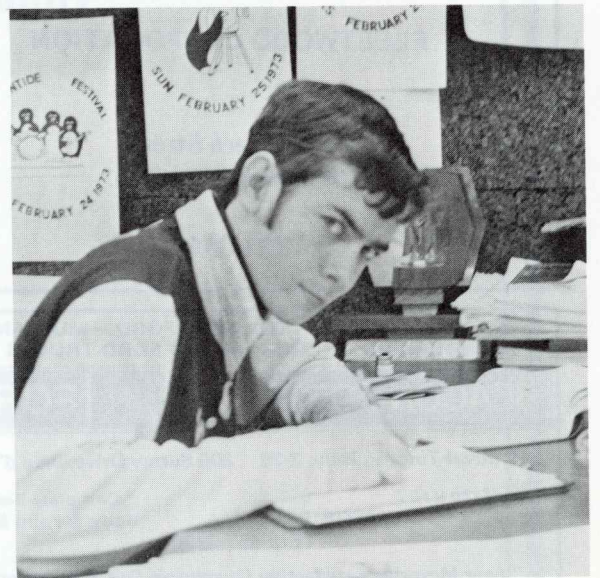
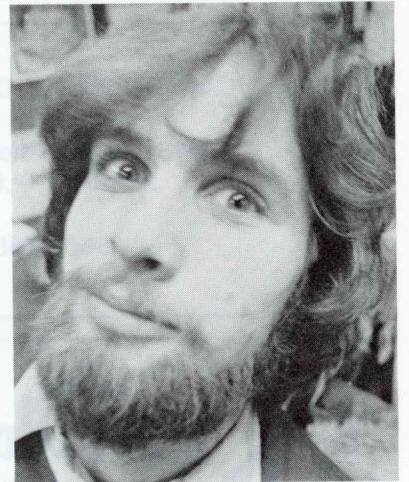
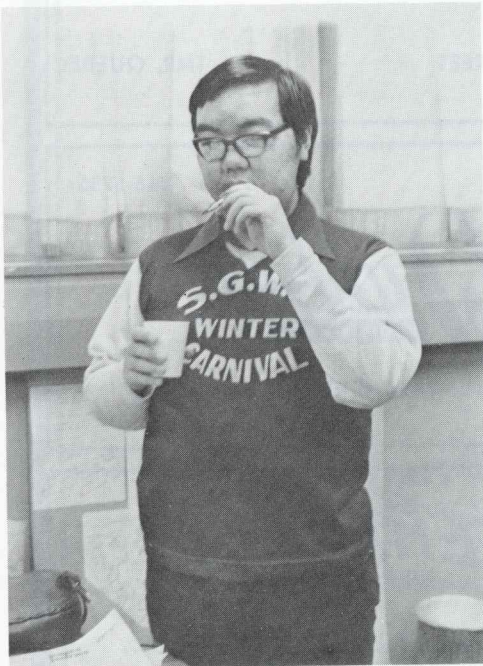


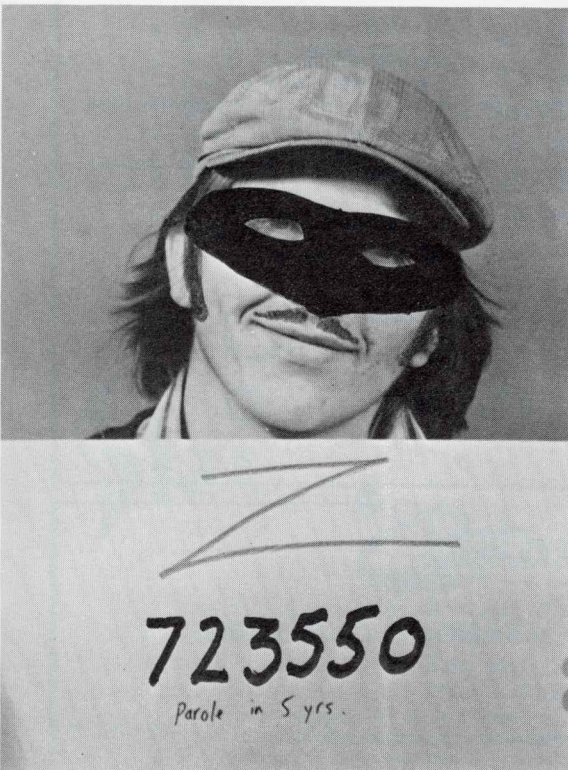
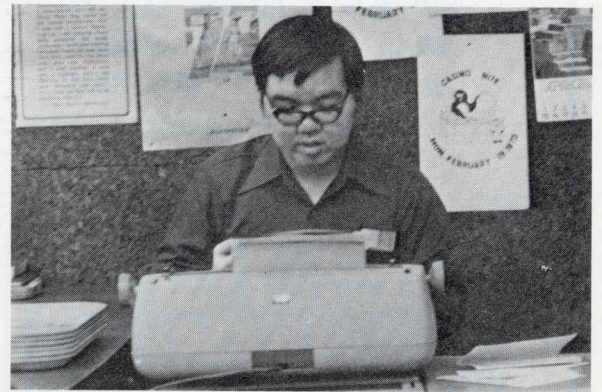
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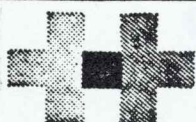
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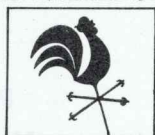
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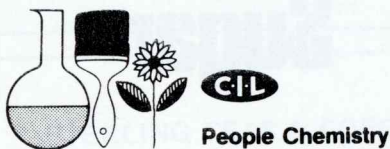
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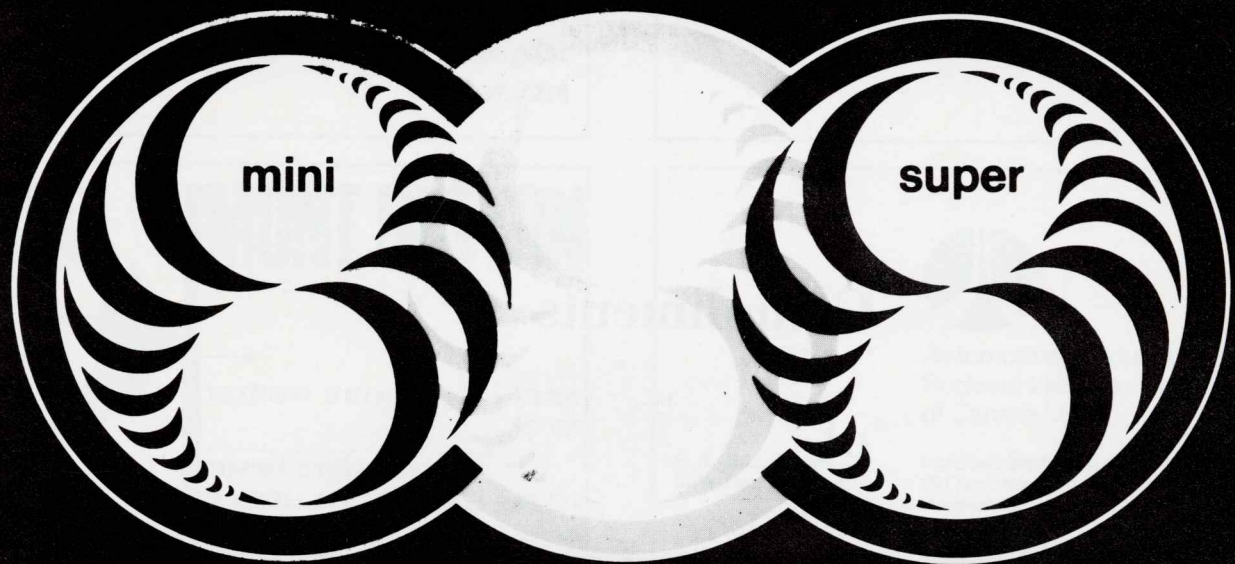
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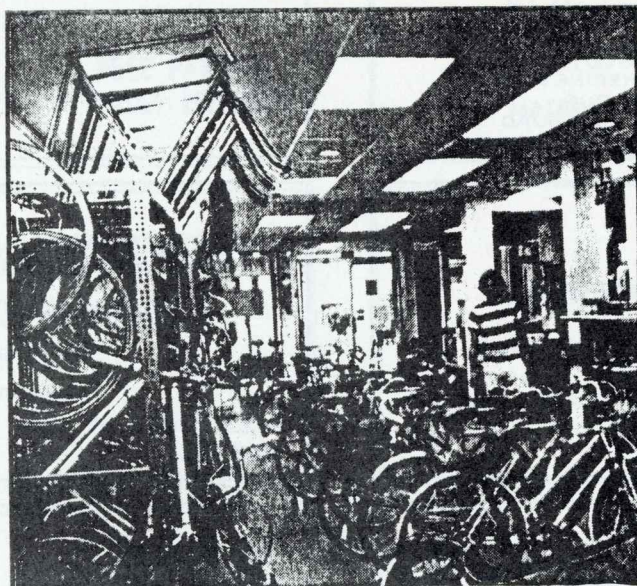
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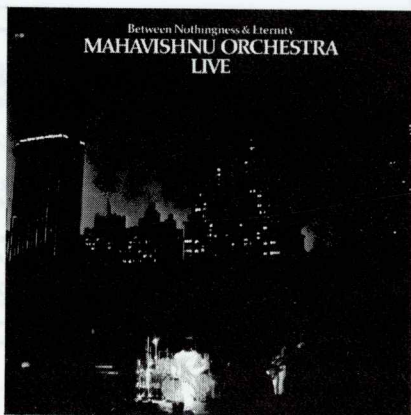
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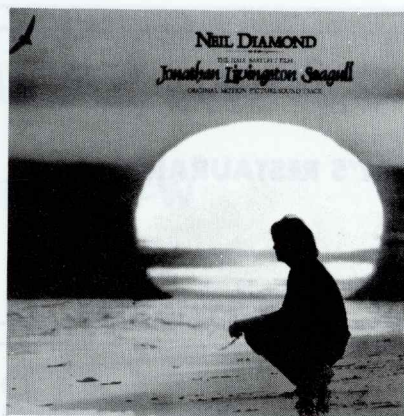
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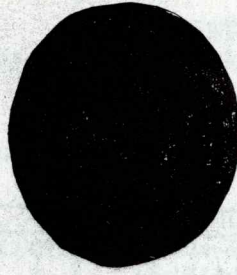
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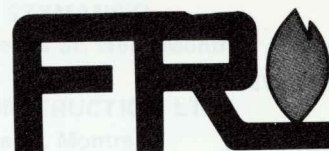
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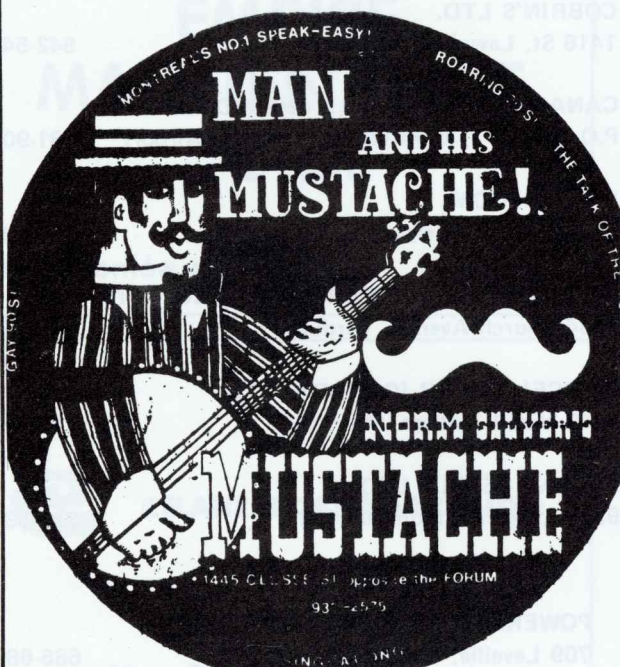
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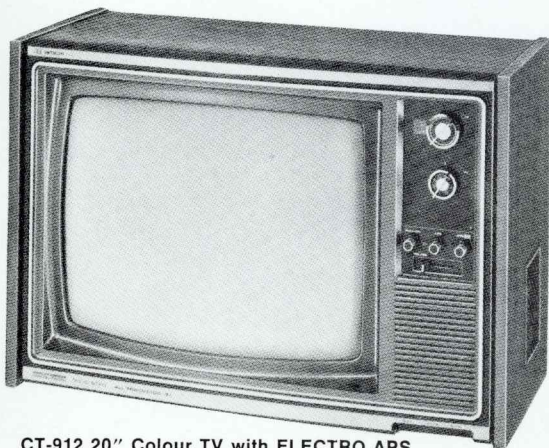
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own terms.

You'll take to the taste of
Player's Filter.



A taste you can call your own.